

# FOUNDATIONS

Wyoming Library

*A publication of the Wyoming State Library*

*January 2015*

## **Changes possible to the Wyoming Library Endowment Challenge**

Legislation may be introduced this 2015 session concerning changes to the Wyoming Library Endowment Challenge. Keep abreast of bills on the Wyoming State Legislature's website at [legisweb.state.wy.us/lisoweb](http://legisweb.state.wy.us/lisoweb). There will be additional news at the Wyoming Library Association Legislative Reception during the WLA lobbyist's briefing.

## **2015 Wyoming Library Association Legislative Reception set for January 22**

The 2015 Wyoming Library Association Legislative Reception will be held the evening of January 22 at the Wyoming State Library, 2800 Central Ave. It's a great opportunity to thank state legislators for their support of the Wyoming Library Endowment Challenge and let them know how it made a difference to your library.

The reception starts at 5:30; arrive early at 5 p.m. for a briefing from WLA lobbyist Marian Schulz on the Endowment Challenge and any other issues of interest to libraries. If you wish to contribute a potluck dish for the event, or make a monetary contribution in support, please contact Jesse Sevier at the Wyoming State Library at [jesse.sevier@wyo.gov](mailto:jesse.sevier@wyo.gov) or 307-777-7283.

## **Wyoming library foundations grow by \$2.2 million in 2014**

Wyoming library foundations raised \$868,000 locally in 2014, which was matched with \$1.35 million in state funds – more than \$2.2 million added to endowment coffers! Albany County Public Library and Sheridan County Public Library System both hit their fundraising goals this year, earning the maximum state match currently allowable, and Teton County Library has the pledges in hand to be at 100%.

Collectively, the 23 county library foundations have raised almost \$6.7 million locally – 73% of goal – and have had nearly \$14 million added to that through state matching and incentive funds.

## **Retain those year-end donors: archived webinar from Network for Good**

Have an hour, a computer and an internet connection? Learn how to take that generous December impulse on the part of your donors and turn it into long-term support with a free archived webinar from Network for Good,

### Tips and Techniques for Retaining Year-End Donors

Executed properly, a sound donor relations strategy can increase donor retention, grow giving, and inspire current donors to positively influence like-minded future donors. Come to this session with an open mind and a bend toward creativity to learn new and exciting ways to thank and inspire your donors while conveying impact of their giving. ... plunge into the good work of keeping them connected to your organization. In this session, we will explore the various messages and channels that have proven to be effective touches in donor relations.

*Description from the Network for Good site*

Access the webinar at [learn.networkforgood.org/Nonprofit-911-120914-Tips-and-Techniques-to-Retain-Year-End-Donors\\_Download-Materials.html](http://learn.networkforgood.org/Nonprofit-911-120914-Tips-and-Techniques-to-Retain-Year-End-Donors_Download-Materials.html)

## **Make plans for a new year of fundraising with these resources from Wild Apricot**

Now that the end of year flurry has subsided, this is a good time to work on your fundraising plans for 2015. The Wild Apricot blog has a rundown of their best posts on volunteers, events, communications and technology. Find it at:

[www.wildapricot.com/blogs/newsblog/2014/12/15/new-year-planning-resource-round-up](http://www.wildapricot.com/blogs/newsblog/2014/12/15/new-year-planning-resource-round-up)

This **Wyoming Library Foundations** newsletter is sent to the Wyoming county library directors for distribution to their library foundation and library board members. Individuals interested in viewing this can bookmark [will.state.wy.us/slpub/foundations](http://will.state.wy.us/slpub/foundations). Comments on the content of this publication or contributions to share with other library foundation board members can be sent to Jamie Markus at [jamie.markus@wyo.gov](mailto:jamie.markus@wyo.gov) or Susan Mark at [susan.mark@wyo.gov](mailto:susan.mark@wyo.gov). *Please note: Inclusion of links to fundraising websites does not imply endorsement of their products or services.*